

**CLAIMS**

1. A method of displaying on a user computer one or more logos, specific to the particular user, on the user computer contacting a website associated with a merchant computer in a communications system connecting the merchant computer and the user computer, the communications system being also connected to such additional systems server and browser computers as may be necessary to carry out the method, having had the preparatory steps previously performed of:
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- 10 preparing at least one logo for display on the user computer on the user computer contacting the merchant computer;
- 15 storing the logo and a logo identifier; and
- 20 additionally and separately storing the logo identifier on a user file;
- then, on the user computer contacting a merchant computer and requesting the downloading of a merchant page having a call code, the steps are preformed of:
- 25 the user file is retrieved;
- 30 at least one logo identifier is extracted from the user file;
- the logo identifier is used to extract the logo;
- the logo is added to the merchant page; and
- the logo and merchant page are sent to the user computer.
2. A method as claimed in claim 1 in which there is more than one logo stored in the user file and on a request for downloading a merchant page the logo retrieved is chosen having regard to the call code on the merchant page.

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3. A method as claimed in claim 1 or 2 in which the logo extracted is chosen having regard to one or both of the identify and category of the merchant site having the merchant computer.
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4. A method as claimed in any preceding claim in which the user file is stored on one of:
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- a database; and
- a cookie.
5. A method as claimed in any preceding claim in which the user file is stored in one or more of:
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- the user computer;
- the merchant computer; and
- 20
- a systems server computer.
6. A method as claimed in any preceding claim in which the preparatory steps further include obtaining information on the user and using the information to determine the logo to store.
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7. A method as claimed in any preceding claim in which sequentially the steps are preformed of:
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- the user browser computer contacts the merchant computer;
- the user browser computer requests the downloading of a page;
- the merchant computer sends a page with a request for the logo to the user browser computer;

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the user browser computer requests the logo from the systems server computer by transferring the user file to the server computer;

5 the server computer sends the logo to the user browser computer; and

the user browser computer displays the page and logo.

10 8. A method as claimed in any preceding claim in which there is stored different sizes of the same logo in the user file and the size of logo is chosen for display having regard to one or both of:

the identity of the merchant computer; and

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the call code of the page.

20 9. A method of displaying on a user computer one or more logos, specific to the particular user, on the user computer contacting a website associated with a merchant computer in a communications system connecting the merchant computer and the user computer, the communications system being also connected to such additional systems server and browser computers as may be necessary to carry out the method, having had the preparatory steps previously performed of:

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preparing at least one logo for display on the user computer on the user computer contacting the merchant computer;

storing the logo and a logo identifier; and

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additionally storing the logo identifier on a user file;

the method comprising:

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receiving notification of a request having been received by a merchant computer for the downloading of a merchant page having a call code;

retrieving the user file;

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extracting at least one logo identifier from the user file;

extracting the logo; and

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having the logo sent for addition to the merchant page for subsequent transfer to the user computer.

10. A method as claimed in claim 9, in which more than one logo is stored in the user file and on a request for downloading a merchant page the logo retrieved is chosen having regard to the call code in the merchant page.

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11. A method as claimed in claim 9 or 10, in which the logo extracted is chosen having regard to one or both of the identify and category merchant site having the merchant computer.

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12. A method as claimed in any of claims 9 to 11, in which the user file is stored on one of:

a database; and

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a cookie.

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13. A method as claimed in any of claims 9 to 12 in which the user file is stored in one or more of:

the user computer;

the merchant computer; and

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a systems server computer.

14. A method as claimed in any of claims 9 to 13, in which the preparatory steps further include obtaining information on the user and using the information to  
5 determine the logo to store in the user file.

15. A method as claimed in any of claims 9 to 14, in which, within and outside the jurisdiction, sequentially the steps are preformed of:

10 the user browser computer contacts the merchant computer;

the user browser computer requests the downloading of a page;

15 the merchant computer sends a page with a request for the logo to the user browser computer;

the user browser computer requests the logo from the systems server computer by transferring the user file to the server computer;

20 the server computer sends the logo to the user browser computer;  
and

the user browser computer displays the page and logo.

25 16. A method as claimed in any of claims 9 to 15, in which there is stored different sizes of the same logo in the user file and the size of logo is chosen for display having regard to one or both of:

30 the identity of the merchant computer; and

the call code of the page.

17. A method of displaying on a user computer one or more logos, specific to the particular user, on the user computer contacting a website associated with a

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5 merchant computer in a communications system connecting the merchant computer and the user computer, the communications system being also connected to such additional systems server and browser computers as may be necessary to carry out the method, some or all of the merchant computer and the additional systems server and browser computers are outside the jurisdiction and for which method there is available for the user computer having been previously prepared, at least one logo for display on the user computer and a logo identifier stored on a user file, the method comprising::

10 the user computer contacts the merchant computer;

the user computer sends a request for the downloading of a merchant page having a call code;

15 said request comprising additional instructions for:

the retrieval of the user file;

20 extraction of at least one logo identifier from the user file;

retrieval of the logo;

25 the sending of the logo to the merchant computer with instructions to attach the logo to the merchant page;

and then, on the logo having been attached to the merchant page, the user computer receives the page and logo for subsequent use.

30 18. A method as claimed in claim 17, in which there is more than one logo stored in the user file and the additional instructions include instructions to choose the logo or logos having regard to the call code of the page.

19. A method as claimed in claim 17 or 18, in which the logo extracted is chosen having regard to one or both of the identify and category merchant site having

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the merchant computer.

20. A method as claimed in any of claims 17 to 19, in which the user file is stored on one of:

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a database; and

a cookie.

- 10 21. A method as claimed in any of claims 17 to 20, in which the user file is stored in one or more of:

the user computer;

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the merchant computer; and

a systems server computer.

- 20 22. A method as claimed in any of claims 17 to 21, in which the previous preparation of the logo in the preparatory steps comprised the user computer making available to the system server computer information on the user computer to allow the system server computer store the logo.

- 25 23. A method as claimed in any preceding claim, in which, within and outside the jurisdiction, sequentially the steps are preformed of:

the user browser computer contacts the merchant computer;

the user browser computer requests the downloading of a page;

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the merchant computer sends a page with a request for the logo to the user browser computer;

the user browser computer requests the logo from the systems server

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computer by transferring the user file to the server computer;

the server computer sends the logo to the user browser computer;  
and

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the user browser computer displays the page and logo.

24. A method as claimed in any of claims 17 to 22, in which there is stored different sizes of the same logo in the user file and the size of logo is chosen for display having regard to one or both of:

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the identity of the merchant computer; and

the call code of the page.

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25. A method as claimed in any preceding claim, in which there is more than one logo transmitted with the merchant page.

26. A computer program comprising program instructions for causing a computer to carry out some or all of the method of any preceding claim.

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27. A computer program as claimed in claim 26, embodied on a record medium.

28. A computer program as claimed in claim 26, stored in a computer memory.

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29. A computer program as claimed in claim 26, embodied in a read-only memory.

30. A computer program as claimed in claim 26, carried on an electrical carrier signal.

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31. A computer programmed to carry out some or all of the method of any of claims 1 to 25.